



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

Dudley Media  
919 Catharine St  
Philadelphia, PA 19147

**CONFIRMATION CONTRACT**  
Schedule Dates: 10/02/12-10/09/12  
Advertiser: Maria Sachs for Florida State Senator (74391)  
Agency: Dudley Media (7265)  
Product: POLITICAL CANDIDATE (ns) (1186)  
Brand: FL DEM SACHS/BRUNO/S (475045)  
Salesperson: TeleRep/DC, Washington DC (2995)  
Sales Office: TeleRep Washington DC  
Buyer Name: DUDLEY,BOB  
Phone/Fax: /  
CPE: 2  
Account Types: National/Political Candidate Agency BRD  
Billing Type: Weekly/Irregular  
Comments: MARIA SACHS 10/02  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

West Palm Beach (WPEC)  
By Broadcast Month: Spots: Rate  
Oct. 2012: 54: \$30,325.00  
Grand Total: 54: \$30,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	10/02/12-10/05/12	3	:30	6A-7A (EST)	4	X	X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/1/12
2.0	Normal Line / SPOT (2)	10/02/12-10/05/12	3	:30	7A-9A (EST)	4	X	X	X	X	X			4	\$225.00	\$900.00	West Palm Beach (WPEC)		10/1/12
3.0	Normal Line / SPOT (3)	10/02/12-10/05/12	3	:30	9A-10A (EST)	4	X	X	X	X	X			4	\$200.00	\$800.00	West Palm Beach (WPEC)		10/1/12
4.0	Normal Line / SPOT (4)	10/02/12-10/05/12	3	:30	4P-5P (EST)	4	X	X	X	X	X			4	\$350.00	\$1,400.00	West Palm Beach (WPEC)		10/1/12
5.0	Normal Line / SPOT (5)	10/02/12-10/05/12	3	:30	5P-5:30P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
6.0	Normal Line / SPOT (6)	10/02/12-10/05/12	3	:30	5:30P-6P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
7.0	Normal Line / SPOT (7)	10/02/12-10/05/12	3	:30	7P-7:30P (EST)	4	X	X	X	X	X			4	\$500.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
8.0	Normal Line / SPOT (8)	10/02/12-10/05/12	3	:30	6P-6:30P (EST)	4	X	X	X	X	X			4	\$600.00	\$2,400.00	West Palm Beach (WPEC)		10/1/12
9.0	Normal Line / Prime (9)	10/08/12-10/08/12	3	:30	10P-CBS-Hawaii Five-O (Monday)	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12
10.0	Normal Line / Prime (10)	10/07/12-10/07/12	3	:30	9:30P-CBS-The Good Wife (Sunday)	1								1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/1/12
11.0	Normal Line / Prime (11)	10/06/12-10/06/12	3	:30	10P-CBS-48 Hours (Saturday)	1								1	\$800.00	\$800.00	West Palm Beach (WPEC)		10/1/12
12.0	Normal Line / Prime (12)	10/03/12-10/03/12	3	:30	9P-CBS-Presidential Debate	1								1	\$2,000.00	\$2,000.00	West Palm Beach (WPEC)		10/1/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

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Schedule Dates	10/02/12-10/08/12	Last Modified	10/01/12
Advertiser	Maria Sachs for Florida State Senator (74391)	Entered By	Nancy Brutus
Agency	Dudley Media (7265)	CO-OP	No
Product	POLITICAL CANDIDATE (ns) (1186)	Headline #	06356898
Brand	FL DEM SACHS/BRUND/S (475045)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	DUDLEY,BOB	Commission %	15.00
Phone/Fax	/	Commission	\$4,548.75
CPE	2	Net Total	\$25,776.25
Account Types	National/Political Candidate Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	MARIA SACHS 10/02 ***** THIS IS A CASH IN ADVANCE SCHEDULE *****		

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Oct. 2012	54	\$20,325.00
Grand Total:	54	\$30,325.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / Prime (13)	10/07/12-10/07/12	3	:30	8:30P- CBS-Amazing Race (Sunday)								1	1	\$2,200.00	\$2,200.00	West Palm Beach (WPEC)		10/1/12
14.0	Normal Line / SPOT (14)	10/02/12-10/05/12	3	:30	11:30P- 12:35A (EST)	3	X	X	X	X				2	\$225.00	\$450.00	West Palm Beach (WPEC)		10/1/12
14.0.1	Closed Preempt (14)	10/02/12															West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time, also political runn	10/1/12
15.0	Normal Line / SPOT (15)	10/02/12-10/05/12	3	:30	11P- 11:30P (EST)	4	X	X	X	X				4	\$700.00	\$2,800.00	West Palm Beach (WPEC)		10/1/12
16.0	Normal Line / SPOT (16)	10/07/12-10/07/12	3	:30	7A- 8A (EST)								1	1	\$150.00	\$150.00	West Palm Beach (WPEC)		10/1/12
17.0	Normal Line / SPOT (17)	10/07/12-10/07/12	3	:30	9A- 10:30A (EST)								1	1	\$900.00	\$900.00	West Palm Beach (WPEC)		10/1/12
18.0	Normal Line / SPOT (18)	10/07/12-10/07/12	3	:30	10:30A- 11:30A (EST)								1	1	\$500.00		West Palm Beach (WPEC)		10/1/12
18.0.1	Closed Preempt (18)	10/07/12															West Palm Beach (WPEC)		10/1/12
19.0	Normal Line / SPOT (19)	10/08/12-10/08/12	3	:30	6A- 7A (EST)								1	1	\$350.00	\$350.00	West Palm Beach (WPEC)	Sold Out/Exception - Higher cash in breaks during that time, also political runn	10/1/12
20.0	Normal Line / SPOT (20)	10/08/12-10/08/12	3	:30	7A- 9A (EST)								1	1	\$225.00	\$225.00	West Palm Beach (WPEC)		10/1/12
21.0	Normal Line / SPOT (21)	10/08/12-10/08/12	3	:30	9A- 10A (EST)								1	1	\$200.00	\$200.00	West Palm Beach (WPEC)		10/1/12
22.0	Normal Line / SPOT (22)	10/08/12-10/08/12	3	:30	4P- 5P (EST)								1	1	\$350.00	\$350.00	West Palm Beach (WPEC)		10/1/12

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Comments MARIA SACHS 10/02  
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Last Modified 10/01/12  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06356898  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$4,548.75  
Net Total \$25,776.25  
Sales Tax

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23.0	Normal Line / SPOT (23)	10/08/12-10/08/12	3	:30	5P-5:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
24.0	Normal Line / SPOT (24)	10/08/12-10/08/12	3	:30	5:30P-6P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
25.0	Normal Line / SPOT (25)	10/08/12-10/08/12	3	:30	7P-7:30P (EST)	1								1	\$500.00	\$500.00	West Palm Beach (WPEC)		10/1/12
26.0	Normal Line / SPOT (26)	10/08/12-10/08/12	3	:30	6P-6:30P (EST)	1								1	\$600.00	\$600.00	West Palm Beach (WPEC)		10/1/12
27.0	Normal Line / SPOT (27)	10/08/12-10/08/12	3	:30	11P-11:30P (EST)	1								1	\$700.00	\$700.00	West Palm Beach (WPEC)		10/1/12

**NAB**

BROADCASTERS

**AGREEMENT FORM FOR  
POLITICAL BROADCASTS**STATION and LOCATION WPEC-TV West Palm Beach, FL Date 9-28-12I, Dudley Media (on behalf of) Maria SachsA legally qualified candidate of the Democratic political party for the office ofFL State Senate District #34In the General election to be held on 11-6-12 do hereby request station time as follows:

Length of Broadcast	Time of Day, Rotation or Package	Days	Class of time	Times per Week	No. of Weeks	Rate
- See Attached - WPEC #1385472						

Date of First Broadcast <u>10-2-12</u>	Date of Last Broadcast <u>10-2-12</u>
-------------------------------------------	------------------------------------------

The broadcast time will be used by

I represent that the payment for the above-described broadcast time has been furnished by

Total Charges: \$30,325<sup>00</sup>

And you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are:

Marilyn Abrams, Treasurer

I agree to indemnify and hold harmless the station from any damages of liability, including reasonable attorney's fees that may ensue from the performance of the above-stated broadcast. For the above-stated broadcast I also agree to prepare a script or transcription, which will be delivered to the station at least \_\_\_\_\_ Before the time of the scheduled broadcast. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast.) The station has disclosed to me its political advertising policies including: applicable class and rates; and discounts, promotional and other sales practices. (Note: The preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date 9-28-12

(Candidate or Agent)

Bob Dudley☒ Accepted☐ Rejected

By

William Roberts

Title

10/19/12

This request whether accepted or rejected, will be available for public inspection for a period of two years.



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Sachs, Marcia PARTY: Democratic

OFFICE/DESCRIPTION: FLA. State Senate ELECTION DATE: 11/6/12

INQUIRY MADE BY: Bob Dupley  
Candidate Manager Agency Committee (circle one)

ADDRESS: Dupley Media  
919 Catharine St.  
Philadelphia, PA 19147

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Rates + Avails

Final Disposition: Order placed \$30,325<sup>00</sup>

If Committee, list officers and position: Marilyn Abrams - Treasurer

TAKEN BY: Cheyl Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T Rep / Wash.